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62

Sept. 1, 1959

# Vaughan's Seed Co.

18 DESBROSSES STREET  
NEW YORK 13, N. Y.

Master Blend<sup>®</sup>  
With Merion Blue,  
Delta Blue and Penn Lawn Fescue

Delta Blue and Penn Lawn Fescue



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**BE MODERN!**  
Soll Modern Lawn Seed Mixtures  
**SEED MARKET QUOTATIONS**



# Recleaned Bird Seeds and Grain

Following Prices F.O.B. Our Warehouse, New York, Gross for Net. Bag Lots, Less than Bags at Slightly Higher Price

	Per 100 lbs.
<b>SUNFLOWER</b>	
Sunflower, Small Black .....	\$13.00
Sunflower, Parrot (Grey Stripped) ..	15.00
Sunflower, Large (Grey Stripped)...	18.00
Sunflower, Poultry Grey Striped (Oct. Del.) .....	13.50

## BIRD SEED

Canary Seed (Extra recleaned).....	9.00
Rape, Large Black .....	11.00
Millet, Large Yellow .....	5.75
Millet, Large Red .....	5.80
Millet, White .....	5.50

## MIXED BIRD SEED

Mixed Canary Seed, containing:	
Canary, Black Rape and Millet	\$11.00
Canary and Black Rape Mixed...	11.50
Love Bird Seed (for Parakeets)...	10.00

## OTHER BIRD FOOD INGREDIENTS

Hemp, extra recleaned (Sterilized) .....	15.00
Peas, Field .....	6.00
Milo Maize .....	4.75
Peanut Hearts .....	13.00

Per  
100 lbs.

## MISCELLANEOUS GRAINS

Buckwheat .....	\$ 7.00
Hulled Oats .....	7.50
Flax, Whole .....	12.00
Seed Rye 1000 lbs. 45.00 .....	5.00

Per  
100 lbs.

## VAUGHAN'S WILD BIRD SEED

(Duryea Formula)

Contains All Bird Seeds - No Fillers or Screenings

A—Packed in 100 lb. bags .....	7.50
B—Packed in 100 lb. bags .....	8.00
(B includes 20 empty 5 lb. printed paper bags)	
C—Packed 20-5 lb. bags .....	9.00

When ordering Wild Bird Seed be sure to specify whether you desire A, B, or C method of packing.

All orders are accepted with the understanding that price in effect at time of shipment will apply. All sales in accordance with our warranty clause. Prices are to recognized dealers only.

# Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WAlker 5-4555 or BArclay 7-4900 Ext. 2

Main Office, 85 White Street (near Lafayette St.)

Phone BArclay 7-4900

New York 13, N. Y.

September 1, 1959

(1)

# Vaughan's MASTER BLEND Merion Formula

Once again, Vaughan's offers the finest all-around lawn grass formula ever developed . . . a blend of three new, improved grasses selected as Champions by National Turf Research.

**Merion Kentucky Blue Grass** is a distinct variety found growing on a tee of the Merion Golf Club near Philadelphia. Its exceptional color, vigor and other advantages attracted interest and resulted in tests by experiment stations, golf clubs and private growers all over the U.S.A. Vaughan's pioneered the commercial development of this new variety, now judged superior to common Kentucky Blue Grass by most authorities. More than a million seeds of this famous variety are found in every pound of MASTER BLEND Merion Formula.

**Delta Kentucky Blue Grass**, a variety recently discovered in Canada, is known for exceptional seedling vigor. Delta was added to Master Blend because it starts growing more quickly than other perennial grasses and provides early cover to hold down weeds and shelter the slower-to-germinate Merion.

**Pennlawn Creeping Red Fescue**, a hybrid grass bred at Pennsylvania State University, was added to the Master Blend Formula because it provides thick green cover for shady places and sandy soil and shows excellent heat and disease resistance.

The result is a beautiful lawn . . . a tough lawn . . . a lawn which rolls out a green carpet under more different conditions of soil and climate and shade. No wonder Vaughan's Master Blend Merion Formula is creating a sensation from coast to coast!

## OTHER Vaughan's MIXTURES FOR FALL 1959

Price on mixtures F.O.B. New York City, but prepaid on 300 lb. lots or over.



### VAUGHAN'S PARKS FORMULA

NOW CONTAINS DELTA BLUE GRASS,  
THE NEW BLUE GRASS DEVELOPED FOR  
SEEDING VIGOR

1 lb. cartons . . . (Retail \$1.45) . . . \$21.50 per case of 25  
3 lb. cartons . . . (Retail \$4.30) . . . \$40.32 per case of 16  
5 lb. bags . . . . . (Retail \$7.10) . . . \$41.00 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$81.00      100 lb. lots . . . \$78.00  
50 and 25 lb. bags . . . \$80.00      500 lb. lots . . . \$77.00

### VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

Especially adapted for medium shade and sandy soils.

1 lb. cartons . . . . . (Retail \$ 1.25) . . . \$18.50 per case of 25  
3 lb. cartons . . . . . (Retail \$ 3.70) . . . \$34.56 per case of 16  
5 lb. bags . . . . . (Retail \$ 6.10) . . . \$35.00 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$69.00      100 lb. lots . . . \$66.00  
50 and 25 lb. bags . . . \$68.00      500 lb. lots . . . \$65.00

### VAUGHAN'S DENSE SHADE FORMULA

Composed of grasses most suited for growing in heavily shaded situations.  
Is also satisfactory in moderate shade.

1 lb. cartons . . . . . (Retail \$ 1.25) . . . \$18.50 per case of 25  
3 lb. cartons . . . . . (Retail \$ 3.70) . . . \$34.56 per case of 16  
5 lb. bags . . . . . (Retail \$ 6.10) . . . \$35.00 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$69.00      100 lb. lots . . . \$66.00  
50 and 25 lb. bags . . . \$68.00      500 lb. lots . . . \$65.00

### VAUGHAN'S PRIVATE ESTATE Now Contains Merion Ky. Bluegrass — It Stays Green

This is a top quality lawn seed mixture of permanent fine-bladed grasses.

	Retail Prices	Dealer Price
1 lb. . . . .	\$ 1.75	\$26.25 per case of 25
3 lbs. . . . .	5.20	49.60 per case of 16
5 lbs. . . . .	8.50	50.00 per case of 10
Per 100 lbs.		
10 and 25 lb. bags . . . . .	\$97.00	50 and 100 bags . . . . . \$95.00

### VAUGHAN'S "NEW IMPROVED" LONG ISLAND FORMULA

This contains the basic grasses originally recommended by the Long Island Agricultural and Technical Institute at Farmingdale. All of higher qualities than standards.

	Retail Prices	Dealer Price
1 lb. . . . .	\$ 1.25	\$17.50 per case of 25
5 lbs. . . . .	6.00	32.50 per bale of 10
25 lbs. . . . .	27.50	lots of 2 or more \$16.00 each \$60.00 per 100 lbs.

### VAUGHAN'S EXCEL LAWN MIXTURE



1 lb. cartons . . . (Retail \$ .90) . . . \$13.50 per case of 25  
3 lb. cartons . . . (Retail \$2.65) . . . \$24.96 per case of 16  
5 lb. bags . . . . . (Retail \$4.35) . . . \$25.00 per bale of 10  
25 lb. bags-\$4.48 per lb. 100 lbs.-\$46.00 500 lbs.-\$225.00

### SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote.

**BE MODERN!** Sell Modern Lawn Seed Mixtures

# VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

18 DESBROSSES STREET, NEW YORK 13, N. Y.

PHONE  
Walker 5-4555  
BARclay 7-4900 Ext. 2

September 1, 1959

We quote today's values, subject to market changes, f.o.b. warehouse New York, for prompt shipment. Terms: NET CASH, no discount, subject to arrival draft. BAGS ARE NOT RETURNABLE • Cost of all cotton and burlap bags included in the price, basis gross for net weight. All orders are accepted with the understanding that prices in effect at that time will prevail.

Note to former DURYEA SEED CO. Customers—We are combining our Wholesale Price List to simplify matters. This list will take place of the former Blue Card List. It will give you same Low Wholesale Prices. See other pages for additional grass and bird seeds.

**RED CLOVER** Per 100 lbs.  
Medium, purity 99% ..... 43.00  
Pennscott ..... 43.00

**ALSIKE CLOVER**  
Extra Fancy, purity 99% ..... 31.00

**ALFALFA**  
Northern, purity 99% ..... 38.00  
Grimm, purity 99% ..... 38.00  
Buffalo Alfalfa (certified) ..... 38.00  
Ranger Alfalfa (certified) ..... 41.00  
Atlantic Alfalfa (certified) ..... 37.00  
Du Puitts (certified) ..... 58.00  
Vernal (certified) ..... 58.00  
Narragansett (certified) ..... 68.00

**WHITE CLOVER**  
Extra Fancy ..... 55.00  
Packed in 1 lb. carton \$9.60 per dozen.  
Packed in 1/2 lb. bags, \$5.50 per dozen.  
Ladino White Clover (certified) ..... 68.00  
New Zealand White Clover ..... 65.00  
Kent Wild White Clover ..... 80.00

**OTHER CLOVERS**  
Sweet Clover ..... 19.00  
Birdfoot Trefoil Imported ..... 75.00  
Empire Birdfoot Trefoil ..... 75.00  
Inoculation for Clovers and Alfalfa  
35c Bus. Size (Case Lots)

**TIMOTHY**  
Fancy, purity 99.65% ..... 19.00

**TIMOTHY & ALSIKE (mixed)**  
Containing 20% Alsike ..... 24.00

**REDTOP**  
Solid Seed, purity 92% ..... 46.00  
Solid Seed, purity 95% ..... 48.00  
Solid Seed, purity 98% ..... 51.00

**BLUE GRASS**  
Kentucky, fancy, purity 85% ..... 56.00  
Kentucky, extra fancy, purity 90% ..... 61.00  
Kentucky, superfine, purity 98% ..... 66.00  
Canada Blue, fancy, ..... 75.00  
Merion Kentucky Blue ..... 185.00  
Delta Kentucky Blue ..... 75.00  
Aboretum Kentucky Blue ..... 85.00

**ROUGH BLUE GRASS** Per 100 lbs.  
Poa Trivialis 90% ..... 43.00  
Poa Trivialis 95% ..... 46.00

**RYE GRASSES**  
Common Ryegrass ..... 12.00  
Italian Ryegrass (Domestic) ..... 12.00  
in 5 lb. bags ..... 16.00  
Perennial or English Rye Grass ..... 17.00  
in 5 lb. bags ..... 21.00

**BENT GRASSES**  
Astoria Colonial Bent Blue Tag ..... 58.00  
Colonial Bent Blue Tag ..... 58.00  
Seaside Bent Blue Tag ..... 105.00  
Highland Bent Blue Tag ..... 30.00  
Mixed Bent (South German) ..... 125.00  
Penncross Creeping Bent ..... Ask  
Velvet Bent ..... Ask

**RED AND TALL FESCUES**  
Chewing Fescue (Domestic) ..... 40.00  
Creeping Red Fescue (Domestic) ..... 42.00  
Creeping Red Fescue (Imported) ..... 35.00  
Illahee Creeping Red Fescue B.T. ..... 47.00  
Penn Lawn Fescue Blue Tag ..... 47.00  
Alfa Tall Fescue ..... 25.00  
Kentucky 31 Tall Fescue ..... 24.00  
Hard Fescue Blue Tag ..... Ask

**HAY GRASSES**  
Meadow Fescue ..... 38.00  
Orchard Grass ..... 34.00  
Brome Grass (Lincoln) ..... 28.00

**MISCELLANEOUS**  
Dwarf Essex Rape ..... 12.50  
Hairy or Winter Vetch ..... 22.00  
Canada Field Peas for Seeding ..... 9.00  
Sudan Grass (Piper) ..... 12.50  
Black Wilson Soy Beans ..... 7.00  
Bermuda Grass ..... Ask  
U-3 Bermuda ..... 1 lb. cans each 3.75

**MILLETS**  
Golden ..... Out  
Japanese ..... 8.00

**MISCELLANEOUS GRAINS**  
Seed Buckwheat ..... Out  
Hulled Oats ..... 7.00  
Flax, Whole ..... 12.00  
Seed Rye ..... 5.00

**LAWN MIXTURES** Per 100 lbs.  
Prepaid on 300 lbs. or over.  
Quick Result Mixture  
Composed of Quick Growing Grasses  
in bulk ..... 19.00  
in 5 lb. bags ..... 24.00  
\*Columbia Park  
in bulk ..... 25.00  
\*Yorkshire Park (Formerly "Gramercy Park") in bulk ..... 30.00  
\*Duryea's Central Park Choice  
in bulk ..... 45.00  
\*Old Homestead  
in bulk (No Clover) ..... 47.00  
\*Duryea's Evergreen  
in bulk ..... 55.00  
\*Duryea's Superior  
in bulk ..... 62.00  
\*Shady Spot  
fancy, in bulk ..... 45.00  
Athletic Mixture ..... 57.00

\*Indicates brands put up in 1, 2 and 5 lb. bags at extra cost of:  
10.00 per 100 lbs. for 1 lb. bags  
7.00 per 100 lbs. for 2 lb. bags  
5.00 per 100 lbs. for 5 lb. bags

**GRASS MIXTURES**  
For Hay and Pasture ..... 35.00

**INOCULATION**  
**LEGUME-AID (Powder Form)**  
1 bu. size Alfalfa and All Clovers and Trefoil ..... .35 each  
2 1/2 bush. ..... .70 each  
2 bu. size Soy Beans ..... .26 each  
Pkt. Birdsfoot Trefoil ..... .20 each

Prices Are For Case Lots  
ASK FOR PRICES ON:  
LONG ISLAND MIXTURE  
MEETS BASIC RECOMMENDATIONS  
of the L. I. AGRICULTURAL INSTITUTE

Packed in 5 lb. cotton bags and 100 lb. burlap bags  
**NEW JERSEY STANDARD MIXTURES**  
100 lb. burlap bags  
Special Mixtures

Somewhat higher prices charged if less than full bags are ordered.

"The Vaughan's Seed Co. warrants to the extent of the purchase price that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied."





# Vaughan's ONE SHOT

## MERION FERTILIZER

20 - 5 - 5

The revolutionary new fertilizer that supplies adequate amounts of plant food in the proper proportions. Full 20 units of nitrogen, from many sources including organics and urea formaldehyde compounds.

Research on the needs of grasses since World War II has shown that a really balanced grass turf fertilizer should contain about four times as much nitrogen as phosphorus and potash. Experts agree that a 4-1-1 ratio is about right for lawns that were formerly overfed with phosphorus and potash by the older formulas such as 5-10-5 or 4-12-4. With Vaughan's One Shot Merion Fertilizer you have quick and slow releasing forms of nitrogen thus giving you a fertilizer that will feed over the entire season.

A proven sales getter at full 40% mark up. Now offered with full direction for Fall application.

Size	Packed	Wt.	Cost	Retail
50 lbs.	10	510	\$53.70	\$8.95

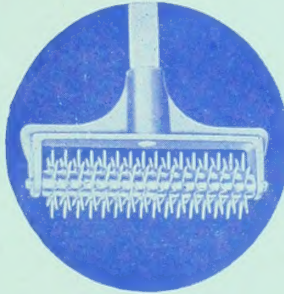


## VAUGHAN'S NEW SPECIALTIES

### VAUGHAN'S MERION BLUE GRASS SEEDER



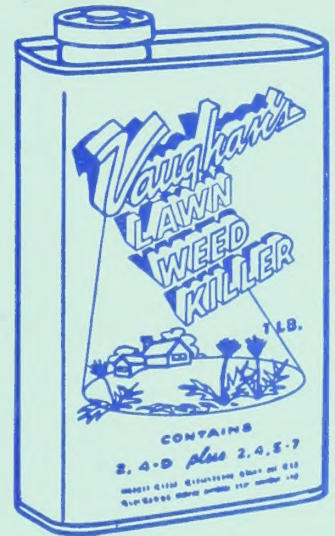
### VAUGHAN'S LAWNVATER



The perfect answer for reseeding bare spots in lawns. Increases grass germination 50% to 75%. Eliminates need for top soil. Just sow the seed — then roll Lawnvater over surface.

RETAIL EACH ..... \$4.95  
CASE OF 4 ..... \$11.88

### VAUGHAN'S LAWN WEED KILLER



### VAUGHAN'S FORMULA Z TURF FUNGICIDE

**TURF FUNGICIDE.** This is a Broad Spectrum Lawn Turf Fungicide, which is recommended for controlling lawn diseases, such as brown patch, dollar spot, leaf blights, curvularia, etc. Contains Urea which stimulates new growth. 8 oz. treats 2000 to 4000 sq. ft.



Of all the weed killing chemicals, the original discovery, 2-4-D is the most dependable. It does its work with rarely a failure, clearing your lawn of broad leaved weeds, and keeping your grounds free of almost all unwanted plant growths. VAUGHAN'S LAWN WEED KILLER contains 2-4-D plus 2-4-5-T, which makes it fatal to woody plants as well as weeds. Poison oak, poison ivy, cherry, honeysuckle and others are easily exterminated.

8-Oz. covers 1,500 sq. ft., retails at \$1.00,  
carton of 24 ..... \$14.40  
Quarts covers 5,000 sq. ft., retails at \$2.75,  
cartons of 12 ..... \$19.30

New scientific garden tool that saves time and money. Insures a uniform seeding by a steady continuous spreading of lawn seed. Can be also used for Grub proofing of Lawns by spreading Dieldrin, Chlordane, Dry Fertilizers or Powdered Weed Killers.

RETAIL EACH ..... \$4.95  
YOUR COST EACH ..... \$3.30

Cat. No.	Size	Packed	Wt.	Dealers Cost	Retail
E304	8 oz.	12	12 lbs.	\$25.20	\$ 3.50
	5 lbs.	1	6 lbs.	14.85	24.75

# Vaughan's MASTER BLEND

## Merion Formula



### EXPERTS PICK MERION FOR LAWNS AND PLAY GROUNDS

Contains 3 latest grasses developed by scientists

- Grows greener . . . stays greener all summer
- Stands closer, less frequent mowing
- Produces thicker turf . . . spreads faster
- Crowds out crabgrass and other weeds better
- Resists leaf spot and other diseases
- Deeper, stronger roots resists drouth and heat . . . need less watering
- Broader, sturdier leaves withstand wear better than other luxury-look grasses
- 100% Perennial Grasses . . . 42% Merion Kentucky Blue Grass plus Delta Kentucky Blue Grass and Pennlawn Creeping Red Fescue
- Costs less because it goes farther . . . sow 1 lb. per 750 sq. ft. . . . only 1/3 as much as standard blue grass mixtures.

## MERION FORMULA—100% PERENNIAL GRASSES

Contains over 1,000,000 seeds of pure Merion strain of Kentucky Blue Grass, plus Delta Kentucky Blue Grass, plus Pennlawn Creeping Red Fescue and Red Top.

	Retail	Packed	Cost		Retail	Packed	Cost
1 lb. ctns.....	\$ 2.49	Case 25/1 lb.....	\$37.50	25 lb. bag.....	\$ 58.50	Bag 1/25 lb.....	\$35.75
3 lb. ctns.....	7.45	Case 16/3 lb.....	70.56	50 lb. bag.....	116.00	Bag 1/50 lb.....	70.50
5 lb. bag.....	12.25	Bale 10/5 lb.....	72.50	100 lb. bag.....	230.00	Bag 1/100 lb.....	140.00
10 lb. bag.....	24.00	Bale 2/10 lb.....	28.60	Broken Cases 2c per lb. higher			

## MERION STRAIGHT

	Retail	Packed	Cost		Retail	Packed	Cost
1 lb. ctns.....	\$ 2.95	Case 25/1 lb.....	50.00	25 lb. bag.....	\$ 70.00	Bag 1/25 lb.....	48.00
3 lb. ctns.....	8.75	Case 16/3 lb.....	94.56	50 lb. bag.....	138.00	Bag 1/50 lb.....	94.00
5 lb. bag.....	14.50	Bale 10/5 lb.....	97.50	100 lb. bag.....	275.00	Bag 1/100 lb.....	185.00
10 lb. bag.....	28.50	Bale 2/10 lb.....	38.60	Broken Cases 2c per lb. higher			



In Printed Bags  
No Supplier's Name

# Vaughan's Wild Bird Seed

IS BECOMING A YEAR AROUND SELLING ITEM

No longer are sales merely confined to the winter months. Bird lovers are buying this product the year around.

They are becoming more discriminating in selecting seeds the birds will feed on. Vaughan's Wild Bird Seed (Duryea Formula) is a Quality Mixture Containing Sunflower Seed, Peanut Hearts and Selected Top Quality Bird Seeds.

DO NOT confuse with mixtures containing fillers, screenings, cracked corn or discarded seeds that are unattractive to birds.

VAUGHAN'S Wild Bird Seed (Duryea Formula) is recleaned and better.

OFFER IN	Per 100 lbs. —	1000 lbs.
"A"—Wild Bird Seed .....	\$7.50	\$72.50
(Packed in 100 lb. bags)		
"B"—Wild Bird Seed .....	\$8.00	\$77.50
(Including 20 empty 5 lb. attractive colored printed bag)		
"C"—Wild Bird Seed .....	\$9.00	
(Packed in 20 5 lb. bags)		

F.O.B. New York City

<p>LOVE BIRD SEED (For Parakeets) Only Recleaned Seed \$10.00 per 100 lbs. \$95.00 per 1000 lbs.</p>
--



A Good Strong  
Lined Bag for  
Counter Display

## Other Bird Seed Specials

PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

SUNFLOWER SEED — Fancy Stocks	Per 100 Lbs.	Per 1000 Lbs.
SMALL BLACK—Fancy Canadian	\$13.00	\$125.00
POULTRY GREY STRIPED (110 lb. bags)	13.50	130.00 (Oct. Del)
PARROT GREY STRIPED (110 lb. bags)	15.00	145.00
LARGE GREY STRIPED (100 lb. bags)	18.00	175.00
<b>CANARY SEED</b>		
EXTRA RECLEANED (100 lb. bags)	9.00	85.00
HEMP SEED—Extra Recleaned Sterilized	15.00	145.00
RAPE SEED—Large Black	11.00	105.00

SEE BACK PAGE FOR OTHER BIRD SEEDS.

All orders are accepted with the understanding that price in effect at time of shipment will apply. All sales in accordance with our warranty clause. Prices are to recognized dealers only.

# Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WALKER 5-4555 or BARclay 7-4900 Ext. 2  
Main Office, 85 White Street (near Lafayette St.) • Phone BARclay 7-4900 • New York 13, N. Y.

September 1, 1959

